

# Experience pays for this 'king'

King of condos Brad Lamb is the No. 1 salesman when it comes to condominium realty in Toronto.

Having been in the business for many years, he's the guy media and everyone else goes to for advice about condos and the condo market.

With 35 employees, Lamb's company, Brad J. Lamb Realty Inc., has become a well-established business for both individuals and developers who

want to purchase condos.

"If anyone calls me that (king of condos), it's because I've been doing this for 15 years, and I sell a lot of condos," he said. "But basically I'm a condo broker, so I sell condominiums for a living."

So what does it take to be such a great salesperson? Lamb says people are born with the great ability to sell, and it starts when you're young, so kids who use to

sell lemonade on street corners like the business of selling and making sales.

"Well, first of all, great sales people, I think, are born. It's not something that you can really educate people about, you either have a mind for sales or you don't," Lamb said. "So to be a really great sales person you can't be taught it. It has to be something instinctive. Besides wanting to be able to sell

things, I think you have to be an absolute control freak."

Being in control of the situation allows the salesperson to take charge of the transactions between the buyers and sellers, making you the middleman or go-between.

Naturally, most people don't want to come together during a transaction, so the mediator/salesperson makes sure everything goes as planned and that both par-

ties are satisfied with the purchase at hand.

Selling condo real estate is very competitive and challenging and, in Lamb's first year in the business, he sold 50 condos and made well over \$200,000.

"You have to never give up, as hard as it gets and as difficult as it seems, and as far apart as your two clients seem to be, you can never ever give up. It's never been

really tough for me to sell real estate," he said. "I think from the minute that I got my real estate licence, I understood what was involved and what was important in selling. This is a business where people are always competing with you. It's not difficult, but it's not easy."

In this business, Lamb is well known for selling condos. Call 416-368-5262.